DYLAN QUINTERO

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EDUCATION

Bachelor of Arts, Public Relations & Political Science | USC

August 2015 – May 2018

RELEVANT EXPERIENCE

Account Coordinator/Intern, Brand Communications | PMK•BNC

January 2018 – May 2018 (intern), May 2018 - present (coordinator)

- Contribute to strategic planning and communication campaign execution efforts
- Manage and maintain master media outreach list
- Author press materials including media alerts, press releases, pitch letters, and talking points
- Engage with and pitch entertainment, business, parenting, and technology media
- Organize media walkthroughs, launch events, and executive speaking engagements
- Develop coverage reports and recaps that demonstrate results from PR campaigns

Clients include: Audi, Activision Blizzard, Anheuser-Busch, Beverly Center, The VOID, ZAG America

Public Affairs Intern | Cerrell Associates

January 2017 – May 2017, July 2017 - December 2017

- Coordinated PR and political campaigns for companies and their policy initiatives
- Created community, governmental, and media outreach lists
- Drafted press materials including press releases, pitch letters, and op-eds
- Wrote legislative briefs for pending and existing local, state, and federal legislation

Clients included: Anthem, CenterCal Properties, Charter Communications, PhRMA

Communications Intern | Office of Los Angeles Mayor Eric Garcetti

August 2016 – December 2016

- Supported Mayor's public speaking engagements by drafting briefing books and talking points

Digital Communications Specialist | Long Beach Convention and Visitors Bureau

August 2014 – August 2016

- Developed integrated PR and social media campaigns for bureau's digital footprints
- Liaised with bureau's members to deliver synergy across campaigns
- Created content and drafted copy for the bureau's website, social media channels, and blog
- Managed weekly events newsletter distributed to the bureau's network

SKILLS

- Microsoft Office, Google Docs
- Cision, Muck Rack, Critical Mention, TvEyes
- Constant Contact, MailChimp
- Adobe Photoshop, Premiere
- Salesforce, iDSS
- CMS, Basic HTML